

CREATING COOL:

Linking Culture, Community and Economy

Dwelling Place
of Grand Rapids, Inc.

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Dwelling Place of Grand Rapids, Inc.



- A non-profit, founded in 1980 by a group of downtown churches in Grand Rapids
- Mission Statement - Dwelling Place improves the lives of people by creating quality affordable housing, providing essential support services and serving as a catalyst for neighborhood revitalization.
- Over 1,000 rental units and over 100,000 sq. ft. of commercial space

Heartside Mainstreet



- Located on southern boarder of the downtown
- Historic commercial district, closely related to downtown
- Larger scale buildings, 2-5 stories
- Non-traditional urban neighborhood, no single family homes
- Commercial uses draw in customers from outside the neighborhood
- Designated local historic district

Wealthy Theatre District Mainstreet



- Southeast of the downtown
- Smaller scale buildings, 1-2 stories
- Historic neighborhood commercial district surrounded by single family homes
- Business district still supported by local residents
- Wealthy Street Theatre – center of commercial district
- Designated local historic district

Mainstreet Overview

- Comprehensive commercial district revitalization strategy focusing on:
 - Design
 - Organization
 - Economic Restructuring
 - Promotions
- Inclusive, incremental process

Art and Economic Development

- Richard Haas Mural, creation of destination art piece
- Free Radical Art Gallery
- Heartside is in the process of being designated as an Arts and Entertainment District for Grand Rapids



Existing Conditions on Division Avenue

- Within the last 4 years 17 new businesses have opened in the Heartside Neighborhood creating over 170 new jobs
- Over \$16 million in private investment since 1999
- Within the Mainstreet area there are four art galleries, a fifth will open in the next 30 days

Promotional Activities

- Changing the image of Division Avenue



DIVISION/OAKES INITIATIVE

- Single building development in this vicinity is difficult
- Many of these buildings have been vacant for a long time
- Solutions are dependent on identification of mutual interests and modeling creative partnerships with common goals
- DP has facilitated meetings to determine collaborative roles and subsequent feasibility potentially involving several developers and property owners

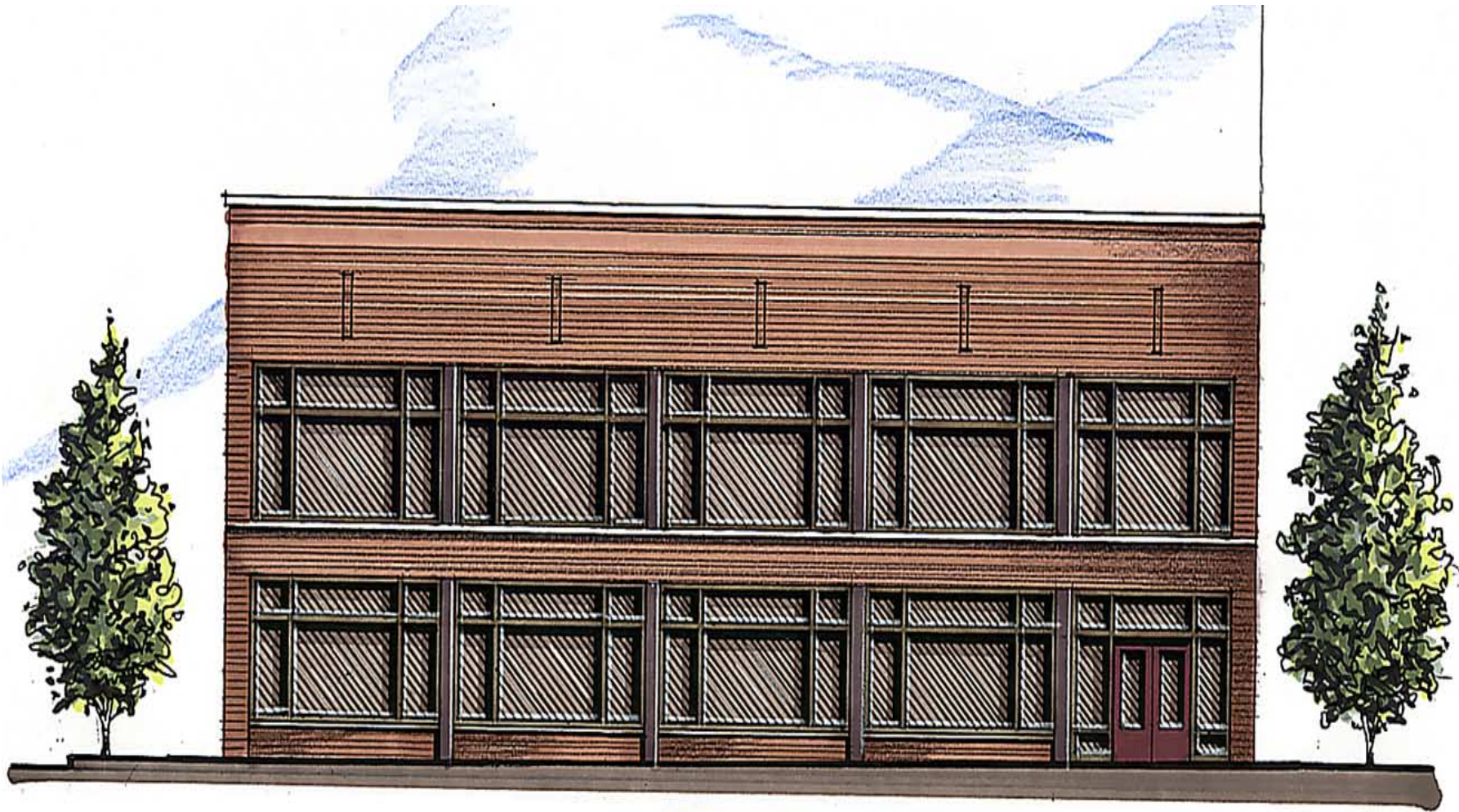
DIVISION/OAKES INITIATIVE

A Collaborative Development Venture

- Live/work space for artists
- Studio/Gallery space for artists
- Technical assistance through LISC
- Creative Places
- Meeting in October—50+ artists attended
- Design of space affected by potential residents



104 South Division



**Architect's Rendering
104 South Division**



104 South Division-First Floor



104 South Division-2nd floor



104 South Division-3rd Floor



120 South Division



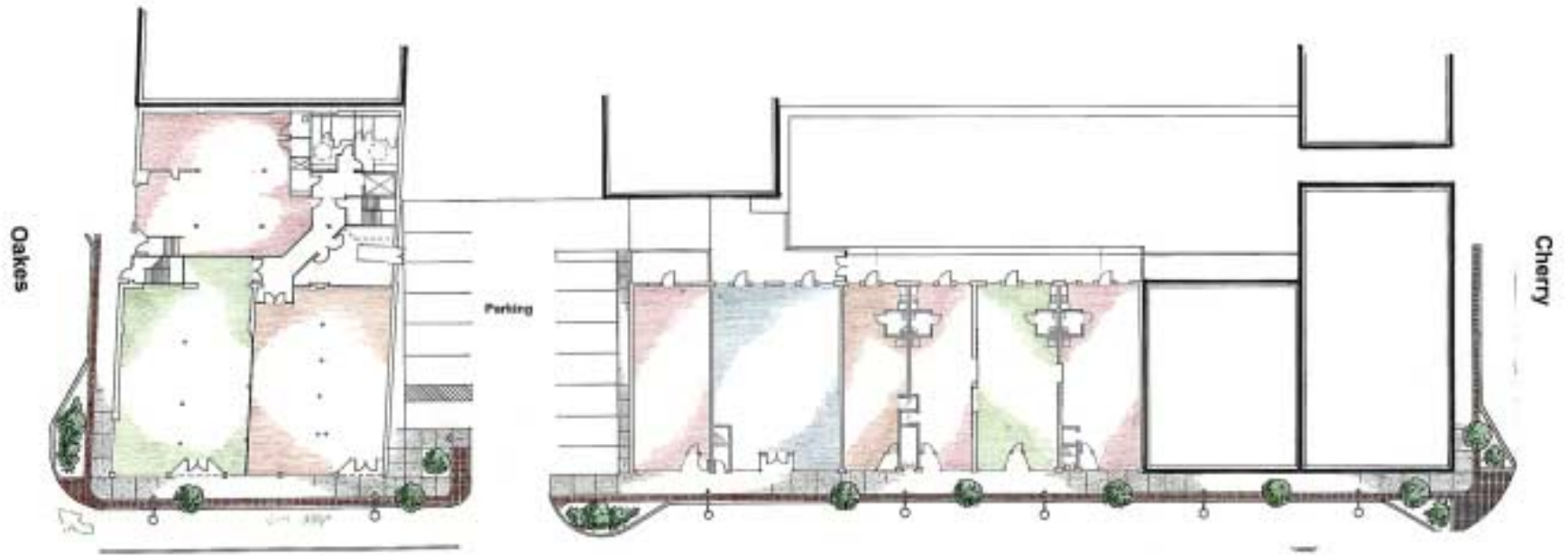
122 South Division



126-124 South Division



**Architect's Rendering
126-134 South Division**



Layout -- Street level



Layout -Floor 2 and 3

Unique Characteristics

- 23 loft-type, live/work, 2 BR, affordable residential units (rent is restricted to persons at or below 60% AMI)
- Possibility of gallery and studio space
- Café
- Parking
- Near entertainment district
- What could be more Cool???

235 South Division

- possible expansion
- 12- three bedroom loft apartments
- live/work for artists



The Free Radical



History:

- alternative venues for artists to display their work;
- reconnect art and artists with the larger community; and
- provide a means to showcase the potential of traditional business districts.

The Free Radical is a framework in which artists, building owners, business owners and community members create a unique event.

Free Radical How to:

- **Show Organizers Responsibilities**

Sell the event to constituency

Liaison between participants

Marketing

- **Artists Responsibilities**

Communication

Preparation

Marketing

Participation

- **Property/Business Owners Responsibilities**

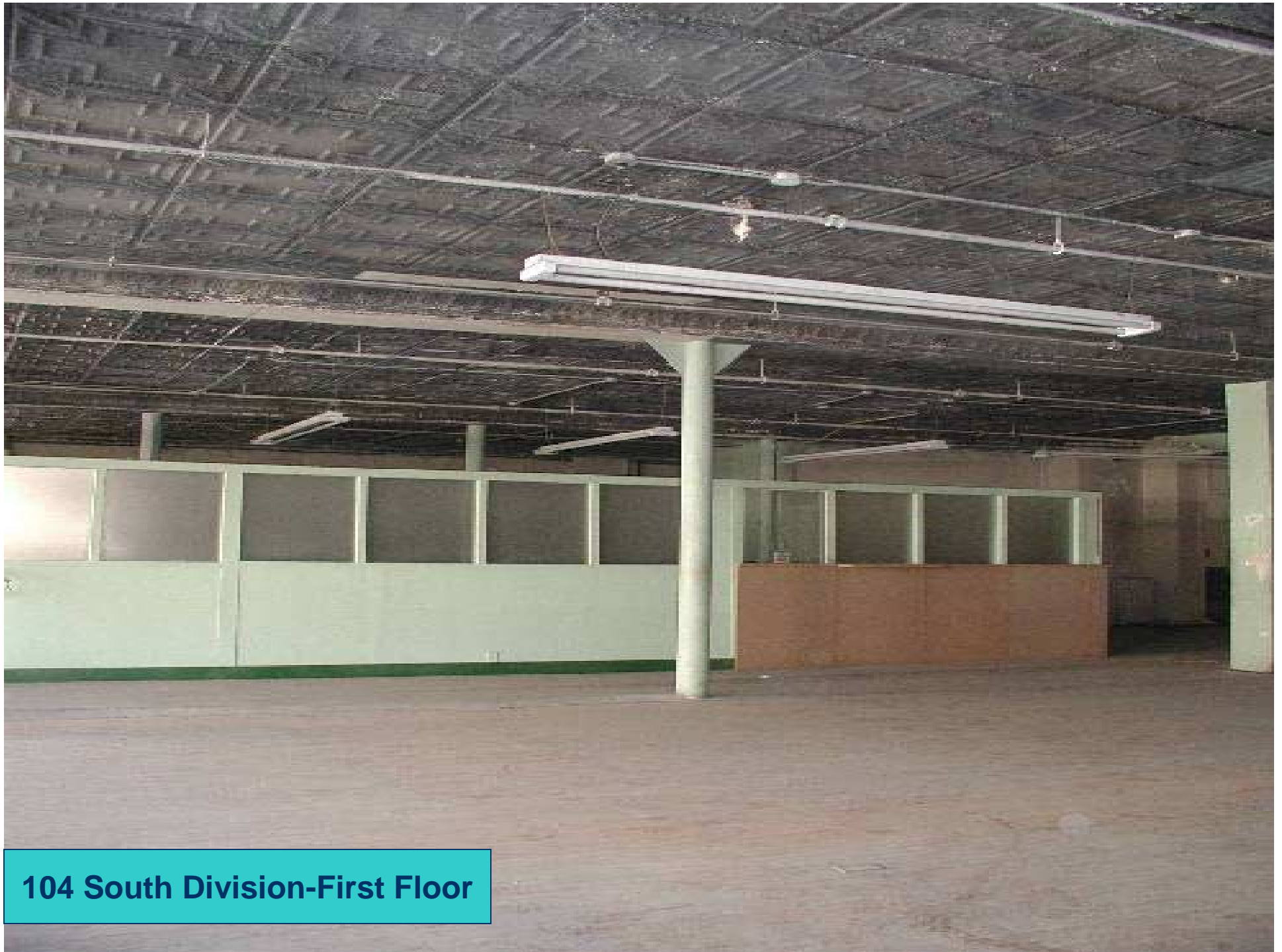
Willingness

Understanding

Marketing

Participation

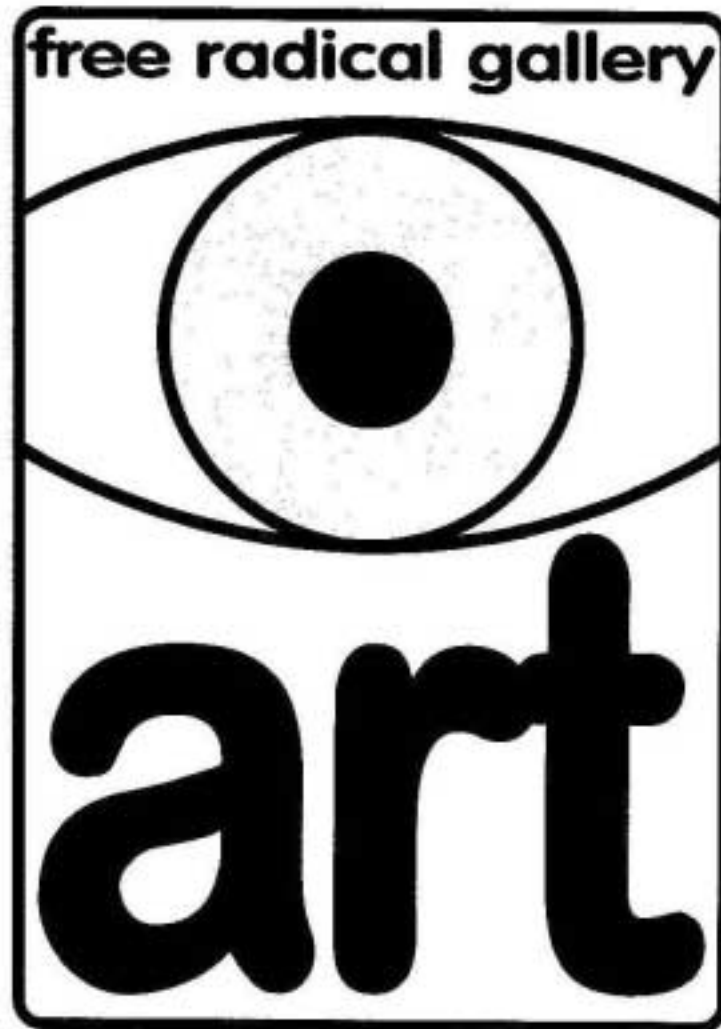




104 South Division-First Floor



104 South Division-3rd Floor



FRI Dec. 5, 4 - 9 pm

SAT Dec. 6, 4 - 9 pm

Look for our logo at participating businesses.













Web resources

Dwellingplacegr.org

Heartsidemainstreet.com

Wealthymainstreet.org

Creativeplaces.org

Artspaceprojects.org